

American Water Intelligence, in collaboration with Steve Maxwell and Debra Coy, present:

# AMERICAN WATER SUMMIT 2012

## CHICAGO

NOVEMBER 14-15, 2012

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O'HARE

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# AMERICAN WATER SUMMIT 2012

America's water sector is starting to forge its own future, after four tough years of municipal budgeting with weakening support from Washington. At the fringes, in communities such as Rialto CA, and Nassau County NY, as well as at the centre in the City of Chicago, politicians are starting to explore new business models that make infrastructure investment independent from the crisis of public finance.

These are interesting developments on their own, but behind them is a greater challenge which everyone in the water industry must engage in: how do we transform the outlook of our end-user customers from reluctant rate-payers into enthusiastic investors in water infrastructure? It is something that the industry is already coming together on, but the discussion needs to be taken further to look at the practical steps we as an industry can take to promote the value of water most effectively to the end user. It is the only way the water industry can look to a future independent of the stalemate in Washington, the weakness of the property market and the slow recovery of the economy. It is the agenda for the American Water Summit in Chicago on November 14th and 15th 2012.

## An Urgent Agenda

At last year's American Water Summit in Atlanta, American Water CEO Jeff Sterba made his historic appeal for the industry to speak with one voice for water. In June that moved towards reality when the six main industry associations and their major backers agreed to pool resources to promote the common good.

In Chicago this year the objective is to understand the business models which will shape the future of the US water sector, and to put together the game plan for promoting the value of water effectively to end user customers.

## Three questions the summit will answer:

1. What are the new business models that will revitalize the US water sector?
2. Can we make the public want to pay more for water?
3. Where is the US water sector heading?

The American Water Summit is a unique event in that it brings together top level executives from across the industry, utilities and engineers,

## It is a must attend event for:

- Senior water utility leaders looking to boost their performance
- Investors looking for the inside track on the water industry
- Engineering company executives looking for the way forward
- Water technology specialists wanting to develop new markets
- Everyone wanting to meet any of the above

investors and suppliers, public sector and private sector, with a commitment to make the world of water work better. With thought-leading keynote speakers, intimate roundtable discussions, and specialist panels supported by electronic audience response systems, the event is engineered to maximize the return on your time. It is a high speed data flood of new contacts, new ideas and new strategic insights.

This event is going to be where change happens. You will need to be part of it.

**See you in Chicago!**

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## CELEBRATING SUCCESS

For the first time the American Water Summit will host the American Water Awards. Shortlisted entries will present their achievements in a quick fire power point format, with the audience voting for the winners in an exciting finale at the gala dinner. The four categories to be voted on are:

### Utility Performer of the Year

For the utility who has shown the most innovative approach to customer service or value over the last 12 months

### Partnership Performance of the Year

For the public-private or other partnership which has delivered the most dramatic improvements in service

or customer value over the most recent three year period

### Technology Project of the Year

For the implementation of a new technology in a completed water or wastewater project which most deserves broader recognition

### Environmental Project of the Year

For the project (municipal or industrial) undertaken in the past 12 months which has made the greatest contribution to improving the water environment



Nominations for the shortlist are requested by September 14<sup>th</sup>, 2012.  
Send your nominations for the shortlist to  
[brady.porche@globalwaterintel.com](mailto:brady.porche@globalwaterintel.com).

For a full and updated agenda go to [americanwatersummit.com](http://americanwatersummit.com)

# AMERICAN WATER SUMMIT BOOKING FORM

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## YOUR FEE & DISCOUNTS

I would like to book \_\_\_\_\_ delegate places for November 14-15, 2012. **Full delegate price: \$1,250 / government employees price: \$750**

- I am claiming the Early Bird Price of **\$1,195** per delegate (must book before July 31<sup>st</sup>, 2012).
- I am claiming the Early Bird Price for government employees of **\$600** per delegate (must book before July 31<sup>st</sup>, 2012).

**Total fee: \$** \_\_\_\_\_



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**CANCELLATION POLICY:** WE WILL CHARGE AN ADMINISTRATION FEE OF \$75 FOR ANY CANCELLATIONS. NO CANCELLATIONS FROM OCTOBER 1<sup>ST</sup>.